



CUMBERLAND FARMS, INC.  
FLANDERS VILLAGE MALL  
P.O. BOX 248 SUITE 217  
FLANDERS, NJ 07834  
(201) 827-5759

---

TO: All Area Sales Managers and Store Managers  
FROM: Peter McAvoy  
RE: R J Reynolds

---

In some locations there has been some confusion on what signs are allowed to be put up in our stores by R J Reynolds. There are three pieces of advertising that is authorized.

- 1.) Business Hour Sign
- 2.) Push/Pull Sign on door
- 3.) A banner for outdoors or a similar sign in the window featuring the price.

Please make sure that the stores have every piece of advertising up at all times.

Thanks for your help,

A handwritten signature in dark ink, appearing to read "Peter McAvoy", written over a horizontal line.

Peter McAvoy  
Regional Manager

51846 2213